

COMMERCIAL

FIRM Liggett's

DATE June 5 and 12

TIME 7:30 P.M.

REPLACE COPY - DO NOT DESTROY

ANNOUNCER: THE LIGGETT'S SPORTS ROUNDUP!!

ENGINEER: UP THREE FOR 10 SECONDS & THEN DOWN & UNDER.

ANNOUNCER: LIGGETT -- THE RETAIL STORE, BRINGS YOU THE LATEST DEVELOPMENTS IN THE WORLD OF SPORTS, COMPILED AND PRESENTED BY THE WOOD SPORTS DEPARTMENT EVERY EVENING AT THIS TIME.

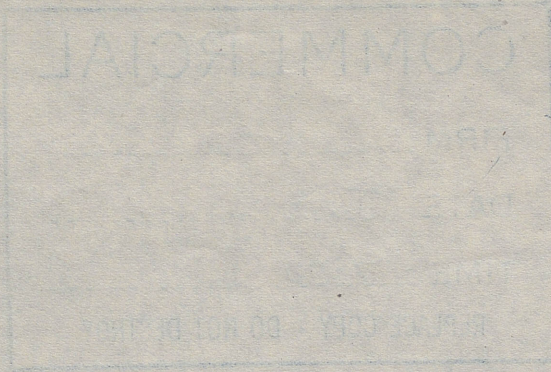
ENGINEER: UP THREE FOR 10 SECONDS THEN OUT.

ANNOUNCER: WELL, IT'S TIME ONCE MORE FOR THE SPORTS NEWS BROUGHT TO YOU BY LIGGETT'S--THE RETAIL STORE, CORNER OF BROADWAY AND YORK. YOUR SPORTSCASTER.....

ooOoo

ANNOUNCER: YOU HAVE JUST HEARD _____, GIVING YOU THE LATEST NEWS IN THE WORLD OF SPORTS.

HERE'S A SPECIAL WORD OF INTEREST TO ALL YOU NEWCOMERS TO THE HALLOWED WALLS OF OLD XXXX ALI. ON EVERY COLLEGE CAMPUS THERE IS A PLACE WHERE THE STUDENTS LIKE TO GET TOGETHER FOR A COKE AND A SANDWICH. WELL AT YALE THAT PLACE IS LIGGETT'S!! ON THE CORNER OF BROADWAY AND YORK STREETS THERE IS A BRAND NEW LIGGETT'S DRUG STORE --- AND WHAT A PLACE IT IS! IT IS ONE OF THE VERY FEW PLACES WHERE YOU CAN ENJOY COURTEOUS SERVICE WHETHER IT BE FOR A SNACK OR A DELICIOUS BUDGET MEAL. SO TAKE HEED YOU NEWCOMERS TO YALE --- VISIT THE NEW LIGGETT DRUG STORE ON THE CORNER OF BROADWAY AND YORK STREETS!



COMMERCIAL

FIRM Liggett's

DATE June 6 and 13

TIME 7:30 P.M.

REPLACE COPY - DO NOT DESTROY

ANNOUNCER: THE LIGGETT'S SPORTS ROUNDUP!

ENGINEER: UP THREE FOR 10 SECONDS THEN DOWN AND UNDER...

ANNOUNCER: LIGGETT, THE RECALL STORE, BRINGS YOU THE LATEST DEVELOPMENTS IN THE WORLD OF SPORTS, COMPILED AND PRESENTED BY THE WOOD SPORTS DEPARTMENT EVERY EVENING AT THIS TIME. YOUR SPORTSCASTER THIS EVENING IS.....

ENGINEER: UP THREE FOR 10 SECONDS THEN OUT.

ooOoo

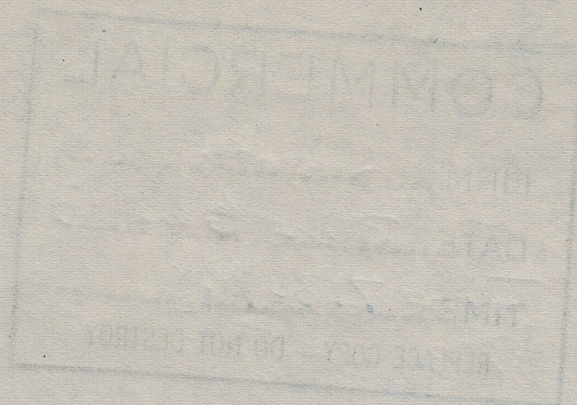
ANNOUNCER: YOU HAVE JUST HEARD _____, BRINGING YOU THE LATEST NEWS IN THE WORLD OF SPORTS.

WELL, I GUESS I DON'T HAVE TO TELL YOU THAT THE HOT WEATHER IS REALLY UPON US NOW. AND YOU KNOW THERE'S NOTHING QUITE AS RELAXING ON THOSE WEEKENDS AS A PLEASANT TRIP TO A NEARBY BEACH. OR IF YOU CAN'T GET AWAY TAKE IN THE HEALTHY SUN'S RAYS ON THE TOP OF THE CYL. NO MATTER WHERE YOU HAPPEN TO GO THOUGH YOU'RE ALWAYS LIABLE TO END UP WITH A PAINFUL SUNBURN IF YOU GET TOO MUCH OF IT. IF THIS SHOULD HAPPEN TO YOU THEN LOOK TO LIGGETT'S FOR RELIEF! THEY ARE NOW FEATURING SUN BURN LOTION WHICH IS GUARANTEED TO BRING YOU COMFORT JUST IN CASE THE SUN BAKES YOU A LITTLE TOO MUCH! SO REMEMBER THE NEXT TIME YOU'RE UP LIGGETT'S WAY, STOCK UP ON SOME SUNBURN LOTION NOW!

AND DON'T FORGET TO TUNE IN TOMORROW EVENING AT THIS SAME TIME WHEN LIGGETT'S, THE RECALL STORE, WILL AGAIN BRING YOU YOUR SPORTS ROUNDUP!

ENGINEER: UP THREE FOR 20 SECONDS THEN DOWN AND OUT.

-Damon-



COMMERCIAL

FIRM Liggett

DATE June 7 and 14

TIME 7:30 P.M.

REPLACE COPY - DO NOT DESTROY

ANNOUNCER: THE LIGGETT'S SPORTS ROUNDUP.

ENGINEER: UP THREE FOR 10 SECONDS THEN DOWN AND UNDER.

ANNOUNCER: LIGGETT, THE RETAIL STORE, BRINGS YOU THE LATEST DEVELOPMENTS IN THE WORLD OF SPORTS, COMPILED AND PRESENTED BY THE WOOD SPORTS DEPARTMENT EVERY EVENING AT THIS TIME. YOUR SPORTSCASTER IS _____.

ooOoo

ANNOUNCER: YOU HAVE JUST HEARD _____, BRINGING YOU THE LATEST DEVELOPMENTS IN THE WORLD OF SPORTS.

NOW THAT THE SUMMER TERM IS UNDERWAY AND WE'RE ALL HARD AT THE BOOKS AGAIN YOU'RE GOING TO FIND THAT YOUR EYES WILL BE SORE AND TIRED WHEN YOU STAY UP TOO LATE AT NIGHT STUDYING OR WHEN YOU OVERWORK. IF THIS HAPPENS HEAD STRAIGHT FOR LIGGETT'S AND BUY AN INEXPENSIVE BOTTLE OF RETAIL EYELO LOTION. THIS FINE EYE MEDICATION IS GUARANTEED TO BRING COMFORT TO OVERWORKED AND TIRED EYES. THIS IS ANOTHER LIGGETT SERVICE TO YOU, SO TAKE ADVANTAGE OF IT NOW. BUY A BOTTLE OF "EYELO" LOTION TOMORROW. ALSO NOW BEING FEATURED AT LIGGETT'S IS A BOTTLE OF PURE TEST ASPIRIN CONTAINING 100 TABLETS FOR ONLY 49¢. IF HEADACHES OR OTHER AILMENTS PERSIST, HOWEVER, SEE YOUR UNIVERSITY HEALTH DEPARTMENT IMMEDIATELY. AND REMEMBER THAT LIGGETT'S FILLS ANY AND ALL PRESCRIPTIONS.

TUNE IN TOMORROW EVENING AT THIS SAME TIME WHEN LIGGETT'S, THE RETAIL STORE, AGAIN BRINGS YOU THE LATEST DEVELOPMENTS IN THE WORLD OF SPORTS.

COMMERCIAL

DATE _____

TIME _____

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